

1 3. (Five Times Amended) A system comprising:
2 a target computer to receive a content; and
3 a content provider coupled to the target computer via a network to transmit the
4 content, the content provider comprising:
5 a user rule page containing information obtained from the target computer by
6 a first agent; and
7 a rulebook to provide a rule based on the user rule page, the rule controlling
8 the content to be transmitted from a database to the target computer, the rule stored in
9 form of a condition-action pair, a condition in the condition-action pair being a
10 hardware characteristic of the target computer.

1 4. (Three Times Amended) The system of claim 3 wherein the hardware
2 characteristic is a modem speed.

1 5. (Four Times Amended) The system of claim 3 wherein the first agent uses an
2 internet programming language.

1 6. (Four Times Amended) The system of claim 3 wherein the rule page
2 comprises at least one of a hardware profile indicating hardware capabilities of the target
3 computer, a software profile indicating software used by the target computer, and a user
4 profile including dynamic information related to a user using the target computer.

1 9. (Four Times Amended) A method comprising:
2 obtaining information from a target computer by a first agent, the information being
3 stored in a user rule page;
4 providing a rule based on the rule page by a rule book, the rule controlling a content
5 from a database;
6 transmitting through a network the content from the database to the target computer;
7 and
8 storing the rule in form of a condition-action pair, a condition in the condition-action
9 pairs being a hardware characteristic of the target computer.

1 10. (Two Times Amended) The method of claim 9 wherein the hardware
2 characteristic is a modem speed.

1 11. (Two Times Amended) The method of claim 9 wherein the rule page
2 comprises at least one of a hardware profile to indicate hardware capabilities of the target
3 computer and a software profile to indicate software used by the target computer.

1 12. (Two Times Amended) The method of claim 9 wherein the content is
2 transmitted in an internet protocol format.

1 13. (Three Times Amended) The method of claim 9 wherein the rule page
2 comprises a user profile including dynamic information related to a user using the target
3 computer.

1 17. (Three Times Amended) A system comprising:
2 a content provider transmitting a content via a network to a target computer, the
3 content provider comprising:
4 a user rule page containing information being obtained from the target
5 computer by a first agent; and
6 a rulebook to provide a rule based on the user rule page, the rule controlling a
7 content transmitted from a database to the target computer, the rule being stored in
8 form of a condition-action pair, a condition in the condition-action pair being a
9 hardware characteristic of the target computer.

1 18. (Two Times Amended) The system of claim 17 wherein the hardware
2 characteristic is a modem speed.

1 19. (Four Times Amended) The system of claim 17 wherein the rule page
2 comprises a hardware profile to indicate hardware capabilities of the target computer.

1 20. (Four Times Amended) The system of claim 17 wherein the rule page
2 comprises a software profile to indicate software used by the target computer.

1 21. (Three Times Amended) The system of claim 3 further comprising a second
2 agent to update information in the user rule page rule directs the content in a database and
3 provides a rule page corresponding to the target computer.

1 22. (Four Times Amended) The system of claim 17 wherein the content is
2 transmitted in an internet protocol format.

1 23. (Two Times Amended) The system of claim 20 wherein the software profile
2 includes a software package and memory usage by the target computer.

1 24. (Amended) The system of claim 6 wherein the hardware profile includes a
2 type of processor, an amount of memory available, processor clock speed and memory usage
3 on the target computer.

1 25. (Amended) The system of claim 6 wherein the software profile includes a
2 software package and memory usage by the target computer.

1 26. (Amended) The system of claim 6 wherein the dynamic information
2 comprises information on web sites visited and time spent by the user.

1 27. (Three Times Amended) The system of claim 17 wherein the rule page
2 comprises a user profile including dynamic information related to a user using the target
3 computer.

1 28. (Amended) The system of claim 4 wherein the rule matches the content with
2 the hardware characteristic of the target computer.

1 29. (Two Times Amended) The system of claim 3 wherein the content is an
2 advertisement banner.

1 30. (Two Times Amended) The method of claim 9 further comprising:
2 updating the information in the rule page.

1 31. (Three Times Amended) The method of claim 30 wherein updating the
2 information comprises:
3 inserting new data into the rule page; and
4 removing old data from the rule page.

1 32. (Two Times Amended) The system of claim 19 wherein the hardware profile
2 includes a type of processor, an amount of memory available, processor clock speed, and
3 memory usage on the target computer.

1 33. (Amended) The method of claim 11 wherein the hardware profile includes a
2 type of processor, an amount of memory available, processor clock speed and memory usage
3 on the target computer.

1 34. (Amended) The method of claim 11 wherein the software profile includes a
2 software package and memory usage by the target computer.

1 35. (Two Times Amended) The method of claim 9 wherein the dynamic
2 information comprises information on web sites visited and time spent by the target
3 computer.

1 36. (Two Times Amended) The system of claim 27 wherein the dynamic
2 information comprises information on web sites visited and time spent by the user.

1 37. (Amended) The method of claim 10 wherein the rule matches the content with
2 the characteristic of the target computer.

1 38. (Amended) The method of claim 9 wherein the content is an advertisement
2 banner.

1 39. (Two Times Amended) The method of claim 9 wherein the first agent uses an
2 internet programming language.

1 40. (Three Times Amended) The system of claim 17 wherein the first agent uses
2 an internet programming language.

1 41. (Amended) The system of claim 3 wherein the content is transmitted in an
2 internet protocol format.

1 42. (Two Times Amended) The system of claim 17 further comprising a second
2 agent to update information in the rule page.

1 43. (Two Times Amended) The system of claim 3 further comprising a second
2 agent to update information in the rule page.

1 44. (Amended) The method of claim 9 wherein the content is an ad banner.

1 45. (Two Times Amended) The system of claim 17 wherein the content is an ad
2 banner.

1 46. (Amended) The system of claim 3 wherein the first agent is an object code for
2 a control residing on a web page.

1 47. (Amended) The system of claim 46 wherein the control is transmitted with the
2 web page while a dormant object code resides on a server.

1 48. (Amended) The system of claim 3 wherein the target computer communicates
2 with additional content providers, and wherein the target computer maintains several
3 provider rule pages of the additional content providers.

1 49. The system of claim 48 wherein each provider rule page includes information
2 from at least one of the additional content providers.

1 50. (Amended) The method of claim 9 wherein the first agent is an object code for
2 a control residing on a web page.

1 51. The method of claim 50 further comprising transmitting the control with the
2 web page while a dormant object code resides on a server.

1 52. (Amended) The method of claim 9 further comprising:
2 communicating the target computer with additional content providers, the target
3 computer maintaining several provider rule pages of the additional content providers.

1 53. The method of claim 52 wherein each provider rule page includes information
2 from at least one of the additional content providers.

1 54. (Amended) The system of claim 17 wherein the first agent is an object code
2 for a control residing on a web page.

1 55. The system of claim 54 wherein the control is transmitted with the web page
2 while a dormant object code resides on a server.

1 56. (Amended) The system of claim 17 wherein the target computer
2 communicates with additional content providers, and wherein the target computer maintains
3 several provider rule pages of the additional content providers.

1 57. The system of claim 56 wherein each provider rule page includes information
2 from at least one of the additional content providers.